

## Message Text

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R 230752Z APR 76  
FM SECSTATE WASHDC  
TO AMEMBASSY LONDON

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E.O11652:

TAGS: BEXP, AFSP, UK

SUBJECT: COUNTRY COMMERCIAL PROGRAM-FY-1977 DRAFT CCP

REF: (A): LONDON 01023; LONDON (75) 19395; LONDON (75)

----- 02404

REF: (B): STATE A-7369, 12/10/75

1. W.C.A.G. DRAFT OF FY-1977 CCP FOR UK BEING SENT TO  
EMBASSY VIA FPO WEEK OF APRIL 19. DRAFT HAS BEEN  
REVIEWED BY MEMBERS OF WASHINGTON COMMERCIAL  
ACTION GROUP (WCAG). RECOMMENDATIONS SUBMITTED IN REF (A)  
HAVE BEEN INCORPORATED IN DRAFT TO MAXIMUM EXTENT POSSIBLE  
ALTHOUGH SOME ADDITIONS AND MODIFICATIONS HAVE BEEN INTRO-  
DUCED TO REFLECT PROGRAM REQUIREMENTS OF WCAG AGENCIES.

2. WE NOTE IN NUMEROUS CCPS THAT CAMPAIGN ACTIONS OFTEN  
ENTAIL OR COULD ENTAIL USE OF USIA MEDIA PRODUCTS AND THE  
ACTIVE INVOLVEMENT OF USIS SERVICES. TO STRENGTHEN USIA  
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SUPPORT OF EXPORT AND TOURISM PROMOTION, PUBLIC AFFAIRS

OFFICERS HAVE BEEN ASKED TO SUBMIT ALL REQUESTS FOR WASHINGTON PREPARED MEDIA PRODUCTS ARISING FROM THEIR PROJECTED SUPPORT OF CCP CAMPAIGNS WITH THEIR FY-77

COUNTRY PLANS. IN USIA, REQUESTS FOR NEW MEDIA PRODUCTS ARE SUBJECT TO REVIEW, AFTER WHICH POSTS WILL BE INFORMED WHICH PRODUCTS THEY CAN EXPECT TO RECEIVE AND WHEN. IT IS ANTICIPATED THAT MOST OF THE NEW MEDIA PRODUCTS BEING PREPARED IN THE CCP CONTEXT DURING FISCAL YEARS 1976 AND 1977 WILL SUPPORT THE TARGET INDUSTRIES SELECTED FOR FY-1977, WHICH WERE ENUMERATED IN REF (B) AND STATE 54879.

3. WCAG REPRESENTATIVE E. MARVIN BELDEN, COUNTRY MARKETING MANAGER FOR UK (COMMERCE, BIC/OIM) PLANS TO VISIT LONDON DURING WEEK OF MAY 17 FOR PURPOSE OF REVIEWING ALL ASPECTS OF THE DRAFT AND FINALIZING THE FY-1977 CCP FOR THE UK. STATE EB/OCA OFFICER WILL ALSO VISIT LONDON FOR REVIEW OF FY-1977 CCP AND TRAVEL PLANS WILL BE ADVISED LATER. WCAG REPRESENTATIVES ARE BEING INSTRUCTED TO RETURN TO WASHINGTON WITH A MUTUALLY AGREED, INITIALLED TEXT OF THE CCP REFLECTING APPROVAL OF THE CCAG AND THE INVOLVEMENT OF THE PRINCIPAL ADMINISTRATIVE OFFICER.

4. WE WISH TO NOTE TWO AREAS WHICH CONSULTATION TEAM WILL EXPLORE FURTHER WITH MISSION. ALTHOUGH WE INTEND TO LIMIT CAMPAIGN JUSTIFICATIONS TO NO MORE THAN ONE PARAGRAPH, IT IS BELIEVED SOME JUSTIFICATIONS REQUIRE AN ELEMENT OF STRENGTHENING THROUGH CITATION OF E.G. MARKET-SIZE, GROWTH, U.S. SHARE, ETC. SECONDLY, ALTHOUGH EFFORTS HAVE BEEN MADE HERE TO RECAST SOME CAMPAIGN ACTIONS THESE MAY NOT REPRESENT THE FULL RANGE OF MEASURES AVAILABLE TO AND FEASIBLE FOR MISSION ACCOMPLISHMENT.

5. ACTION REQUESTED; POST REQUESTED TO REVIEW DRAFT AND EXAMINE CAMPAIGN JUSTIFICATIONS PRIOR TO ARRIVAL OF AND DISCUSSION WITH WCAG REPRESENTATIVES AND TO COMPLETE UPDATE SECTION II, PERSONNEL RESOURCE LIST. WE WOULD ALSO UNCLASSIFIED

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WELCOME AND ENCOURAGE DEVELOPMENT BY POST OF ADDITIONAL INNOVATIVE AND PRODUCTIVE ACTIONS WHICH COULD BE CONSIDERED DURING CONSULTATIONS. DESIRABLE POST COMPILE TOTAL PERSON DAYS AVAILABILITIES AND CALCULATE WORKLOAD REQUIREMENTS FOR SPECIFIC FUNCTIONS AS BASIS FOR COMPLETION OF SECTION V TABLES DURING VISIT WCAG REPRESENTATIVES. POST ALSO REQUESTED TO REVIEW CAMPAIGN JUSTIFICATIONS TO DETERMINE WHETHER FURTHER SPECIFIC DATA MAY BE

DESIRABLE TO JUSTIFY THE MAGNITUDE OF THE PERSONNEL AND  
FINANCIAL RESOURCES LIKELY TO BE DEVOTED TO THE CAMPAIGN.  
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## Message Attributes

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**Current Classification:** UNCLASSIFIED  
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**To:** LONDON  
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